

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# BCK184-C4 REQ# M19849 "BUCK THE SYSTEM" - One Pack PG 4/C (5-5/8 X 7-3/4) TV GUIDE, 1990  
Printed in U.S.A.

# BUCK THE SYSTEM



Full rich flavor, not full price.

Available in Kings & Kings Lights

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Msrp, suggested retail price.  
Kings Lights: 11 mg "tar,"  
0.7 mg nicotine - Kings: 14 mg  
"tar," 1.0 mg nicotine av.  
per cigarette by FTC method.

